

# Digital Direct Mail

Leverage our targeted email lists to reach ideal customers by specific demographics & geography

**EMAIL = Branding → Offer awareness → Customer reaction**

Package	Includes	Min. # emails	CPM
<b>Single Impact Package</b>	<ul style="list-style-type: none"> <li>Email Blast</li> <li>Creative</li> </ul>	17,500-49,999	\$49
		50,000-99,000	\$44
		100,000+	\$39
<b>Advanced Impact Package</b>	<ul style="list-style-type: none"> <li>Email Blast</li> <li>Creative</li> <li>Lead List</li> </ul>	17,500-49,999	\$80
		50,000-99,000	\$59
		100,000+	\$49
<b>Ultimate Impact Package</b>	<ul style="list-style-type: none"> <li>Email Blast</li> <li>Creative</li> <li>Lead List</li> <li>Re-Targeted Banners</li> </ul>	17,500-49,999	\$94
		50,000-99,000	\$73
		100,000+	\$63

\* Pricing valid through 12/31/2014

## Sample filters and categories:

- Automotive
- Travel
- Real Estate
- Retail
- Education
- Restaurants
- Home Improvement
- Sports Interests
- Gender
- Age
- Income
- Education Level
- Occupation
- Homeowner
- Hobbies
- Veteran
- ... and many more

**ASHLEY FURNITURE HOMESTORE**

**TRADE IN**  
Donate your used furniture to Goodwill this weekend. Help us make a difference this year.

**TRADE UP**  
Get in-store credit up to \$100 per piece of donated furniture.

Saturday, May 17  
10am - 2pm  
Sunday, May 18  
12pm - 4pm

Use your Ashley Cash to buy anything in the store Now through 6/30/14

Goodwill truck will be at the Chesapeake Ashley location this weekend.

CHESAPEAKE (In Chesapeake, VA)  
1991-A Chesapeake Blvd  
Chesapeake, VA 23323  
757-437-9920

See store for complete details.

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MEMORIAL DAY  
**SALE**  
Exclusive Preview!

40-60%  
**OFF**  
EVERYTHING  
IN OUR SHOWROOM  
0% FINANCING AVAILABLE

Sign the Drive event  
Due to signing

**2014 Jetta S**  
\$159 per mo./42 month lease  
Due at signing, 42 month lease, 100 miles per mo. Residual \$1471. MSRP \$17015 plus \$695 tax, title, w/ approved credit. See dealer for details. Other options \$17015

**2014 Passat S**  
\$199 per mo./42 month lease  
Due at signing, 42 month lease, 100 miles per mo. Residual \$1810. MSRP \$20315 plus \$695 tax, title, w/ approved credit. See dealer for details. Other options \$20315

We're OPEN  
Mon - Fri 10am - 8pm Sat 10am - 6pm Closed Sundays